



# **Rockville University**

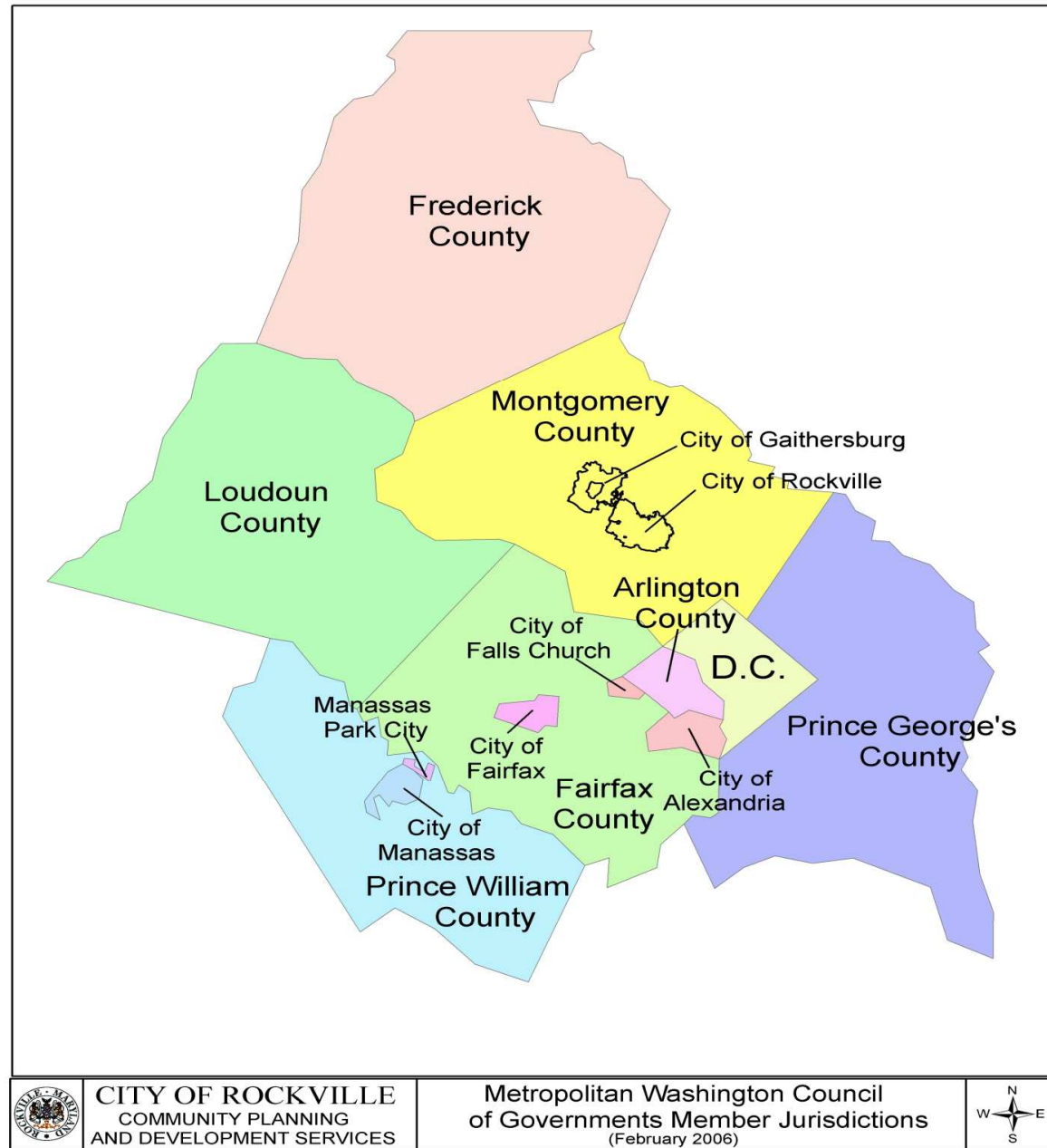
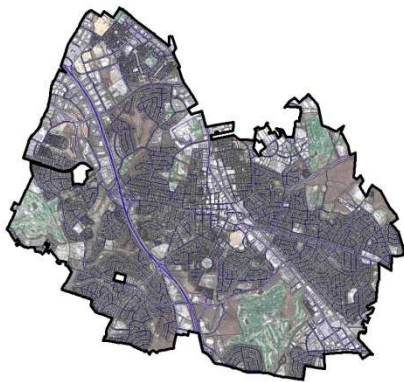
**Manisha Tewari, Planner**

**October 16, 2013**



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# City of Rockville in the Washington Metropolitan Area





## Rockville Neighborhood and Home Owner Associations



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# Demographics

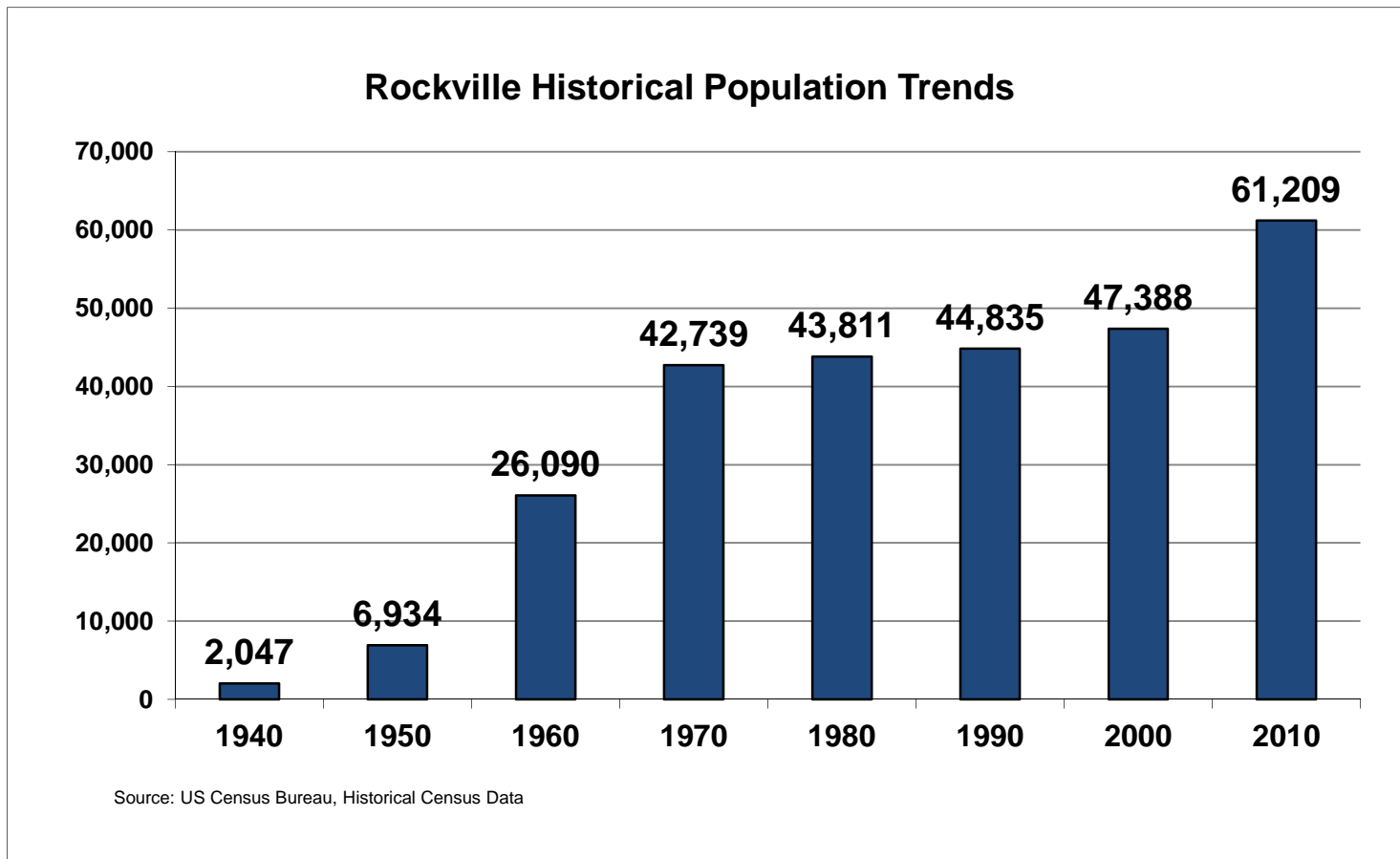






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**Rockville grew too - although the population was relatively stable from 1970 – 2000 - growth surged after 2000 with the build out of King Farm and Fallsgrove**





## 2010 Population of Incorporated Places in Maryland

• Baltimore City	620,961
• Frederick City	65,239
• Rockville City	61,209
• Gaithersburg City	59,933
• Bowie City	54,727

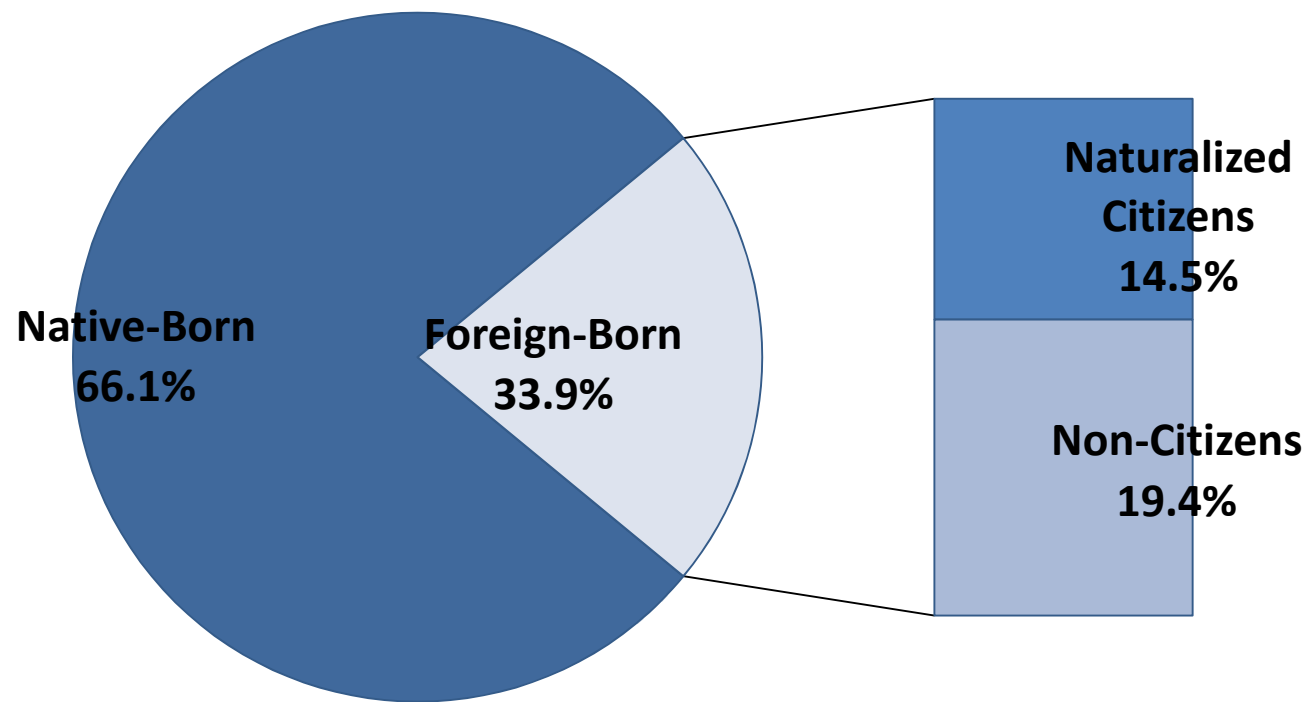
Source : US Census Bureau, 2010



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# Rockville's Foreign Born Population

**Nativity and Citizenship**



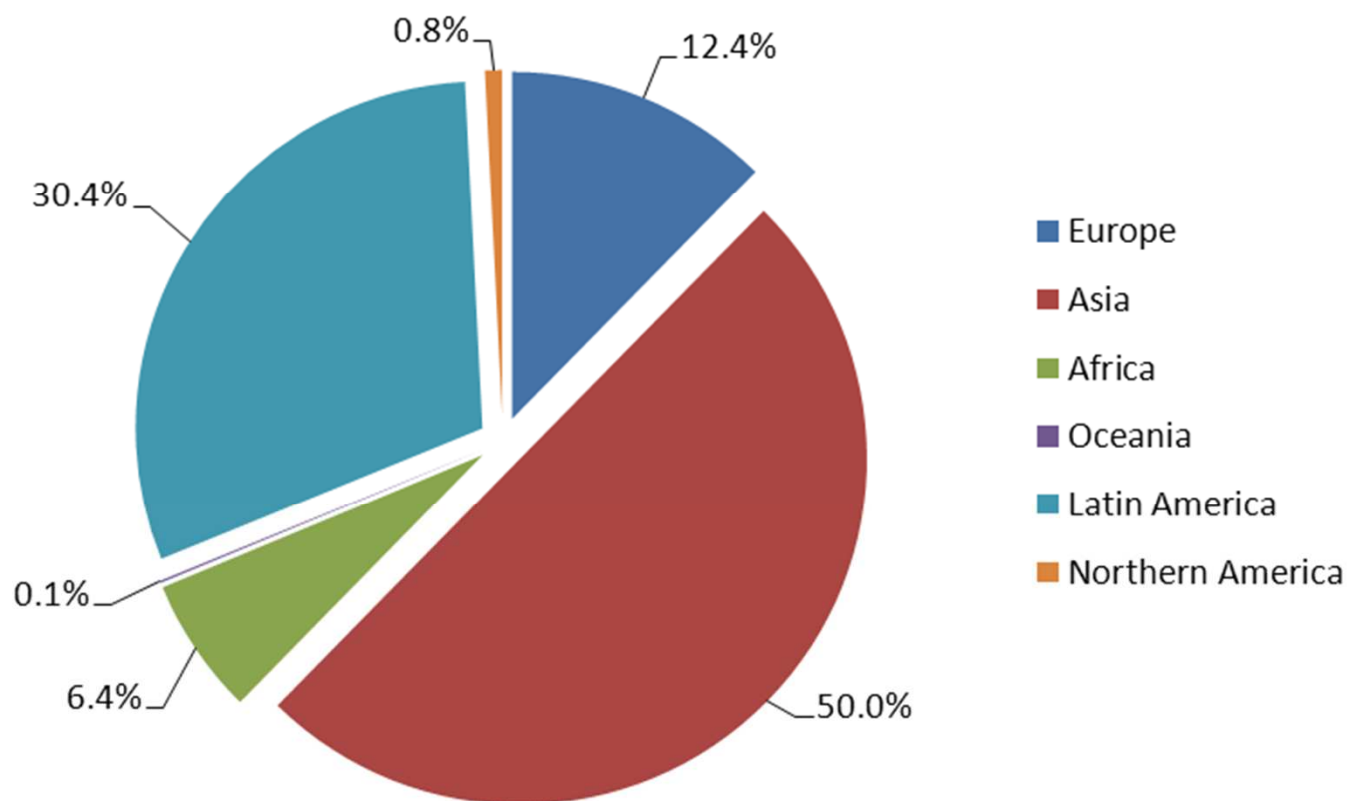




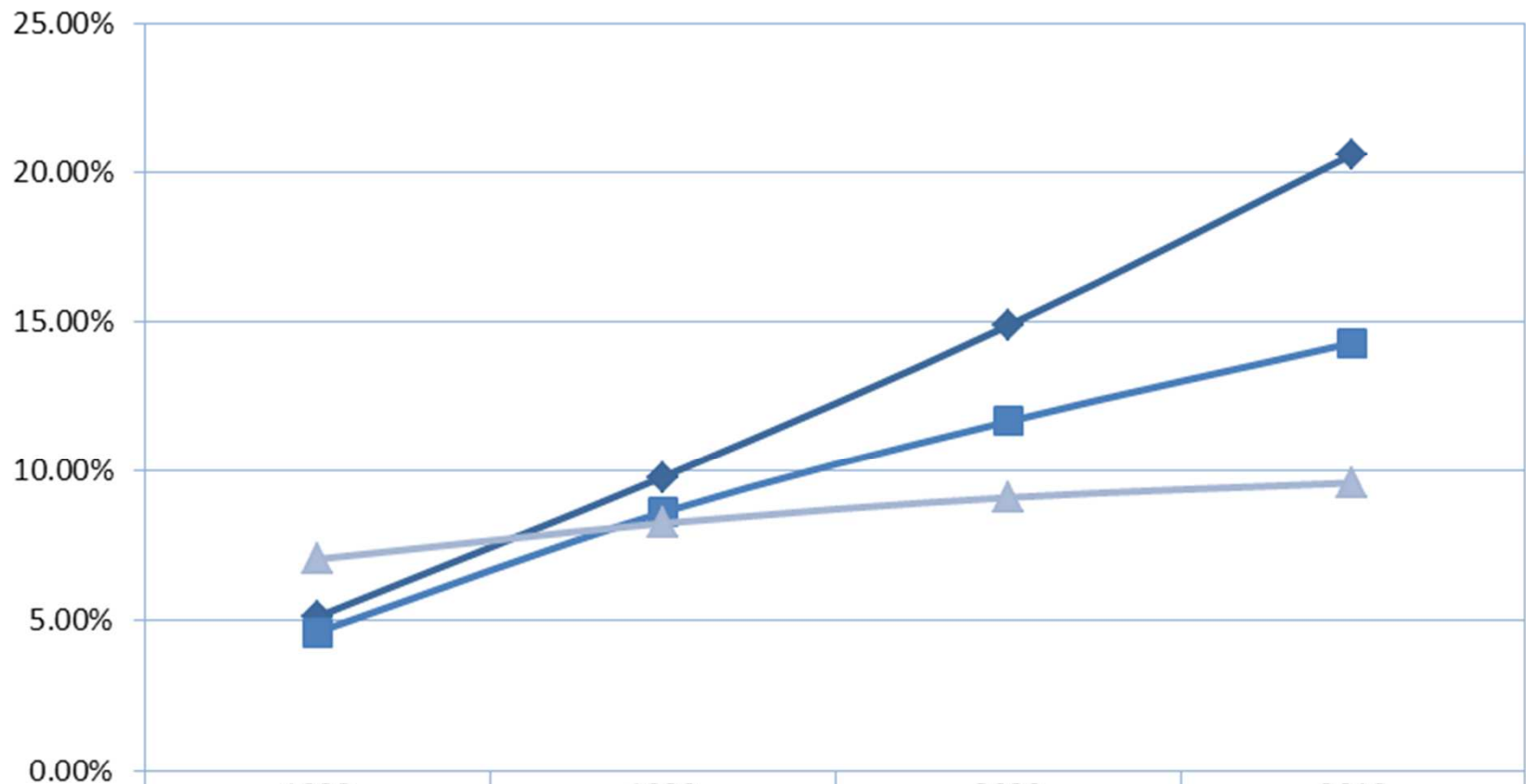
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# Majority of Foreign Born are from Asia

## Place of Birth of Foreign-born Population

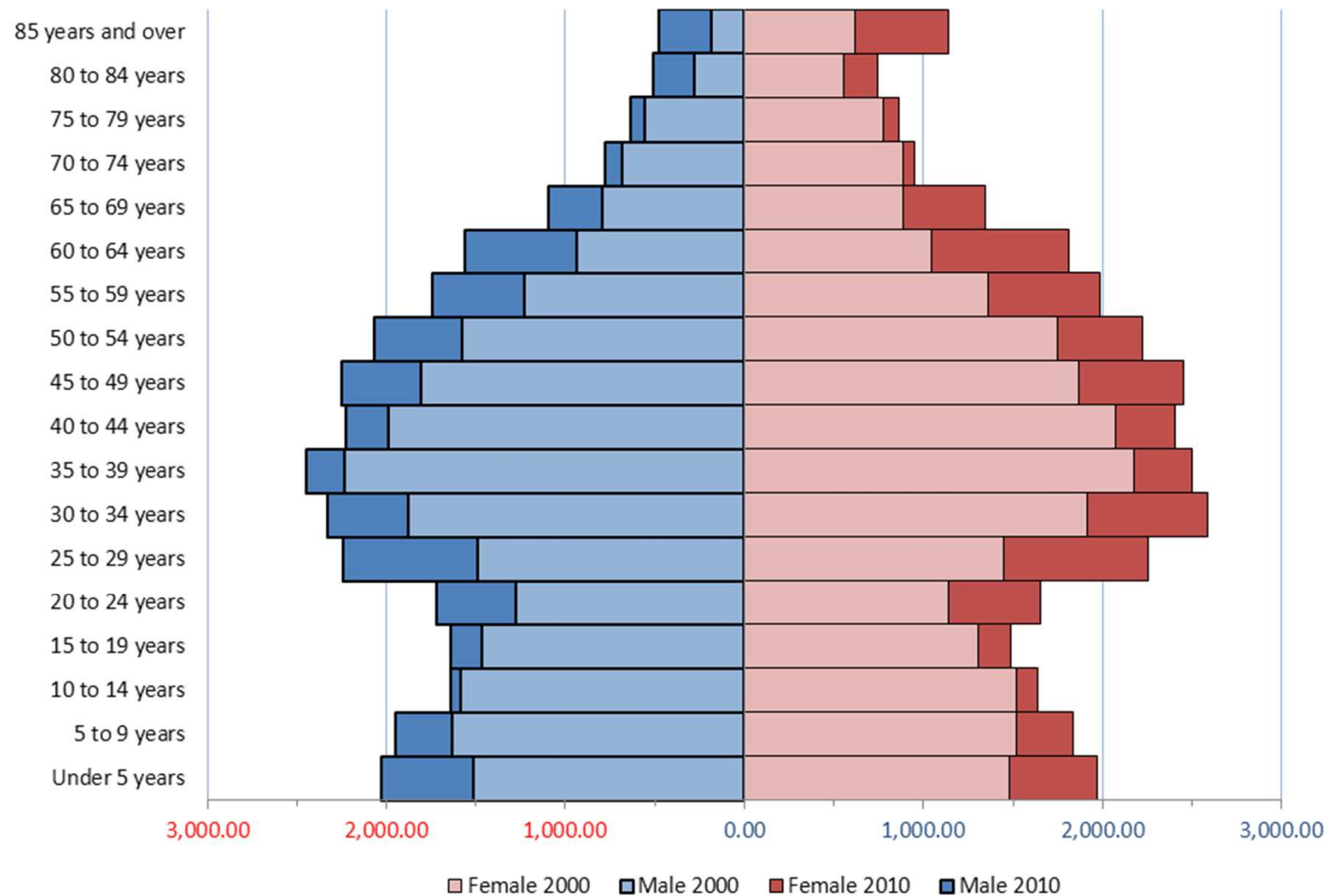


## Minority Composition, 1980-2010



	1980	1990	2000	2010
Asian	5.14%	9.80%	14.87%	20.60%
Hispanic	4.63%	8.62%	11.67%	14.30%
African-American	7.06%	8.25%	9.11%	9.60%

## Population Pyramid, 2000-2010

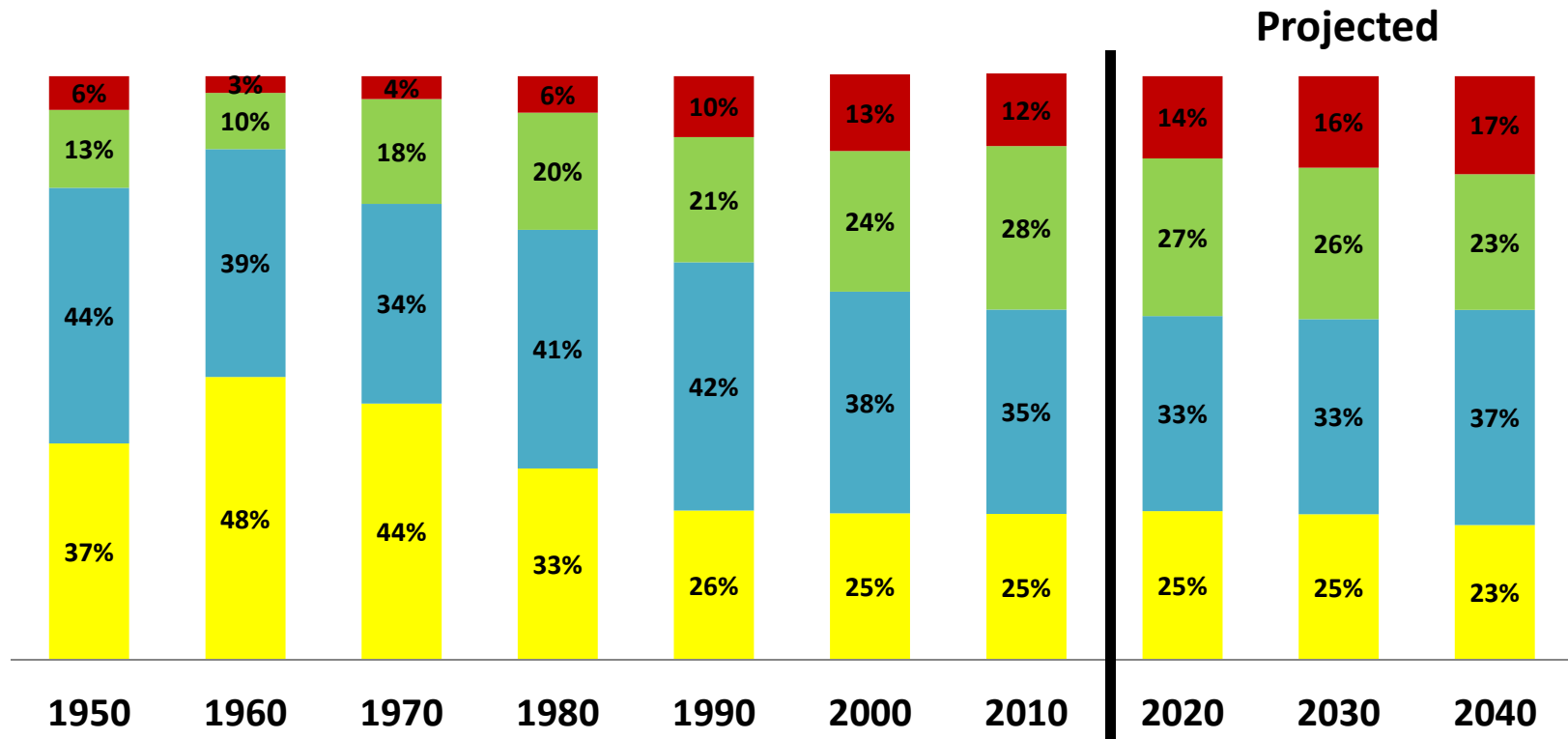




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**Rockville has an aging population - all age groups are projected to grow in absolute numbers - but the proportion in each age group will change:**

■ 0 to 19   ■ 20 to 44   ■ 45 to 64   ■ 65 +



SOURCE: US CENSUS (1950-2010);  
Demographic Model developed by Montgomery County used for projections



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## Housing



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# Housing Units

## Housing Unit Tenure for the City of Rockville, 2000-2010

Housing Units	2000		2010	
	Number	Percent	Number	Percent
Total Housing Units	17,786	100.0%	25,199	100.0%
Occupied	17,247	97.0%	23,686	94.0%
Vacant	539	3.0%	1,513	6.0%

Source: U.S. Census, 2000 and 2010 Census Summary File 1 (SF1), Tables DP-1 and QT-H1, respectively





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## The Rockville Summit : Working Groups Workshop

### Rockville has diverse housing stock



	Detached:	Attached:	Others:
1990	62%	13%	24%
2010	47%	18%	35%

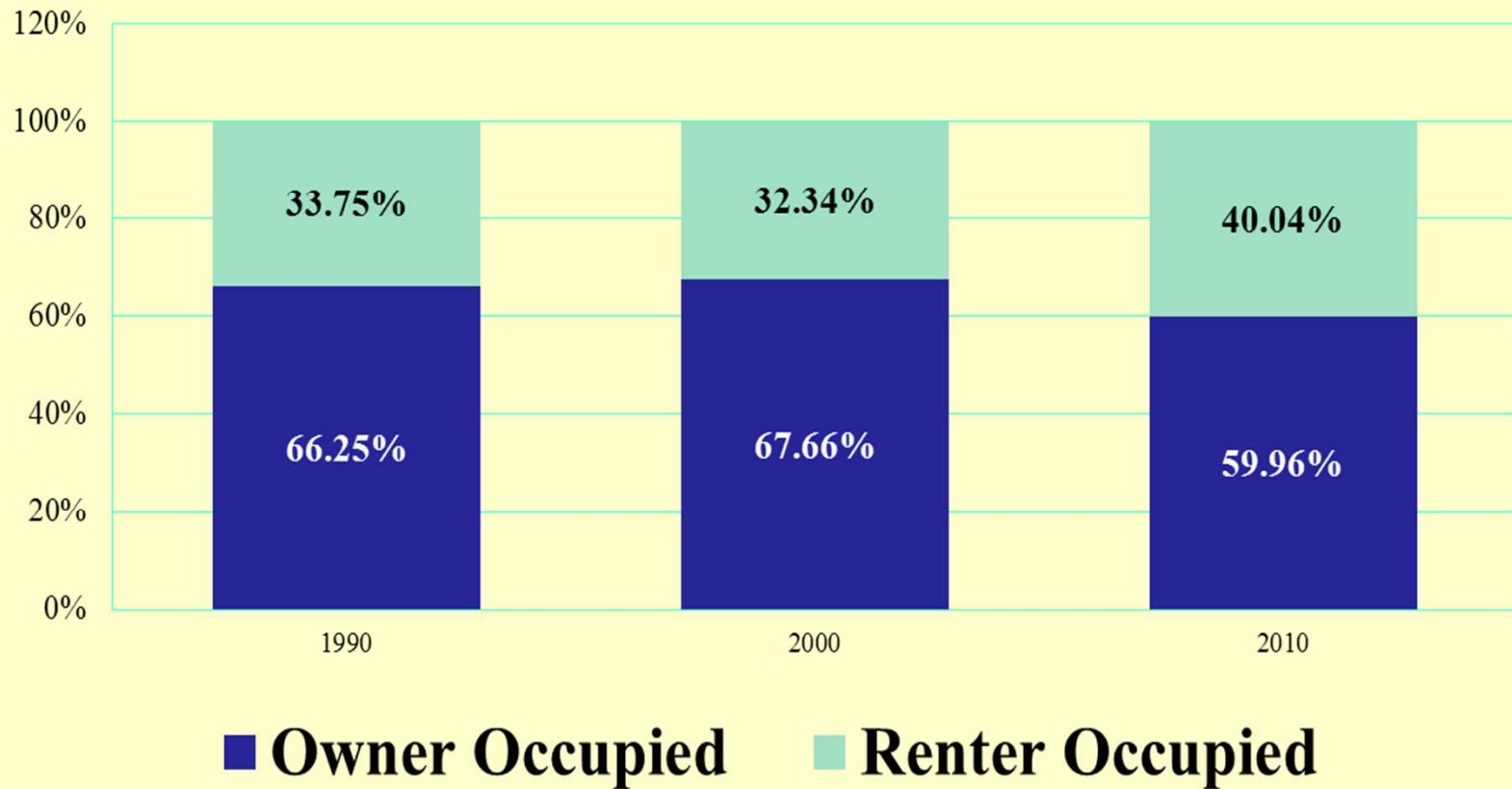
**This trend is projected to continue - the City is expected to gain nearly 10,000 multi-family and 200 single family housing units by 2040**

Source: U.S. Census: 2008-2010 American Community Survey. CPDS.



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## Homeownership rates are declining in Rockville





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# Household sizes are decreasing

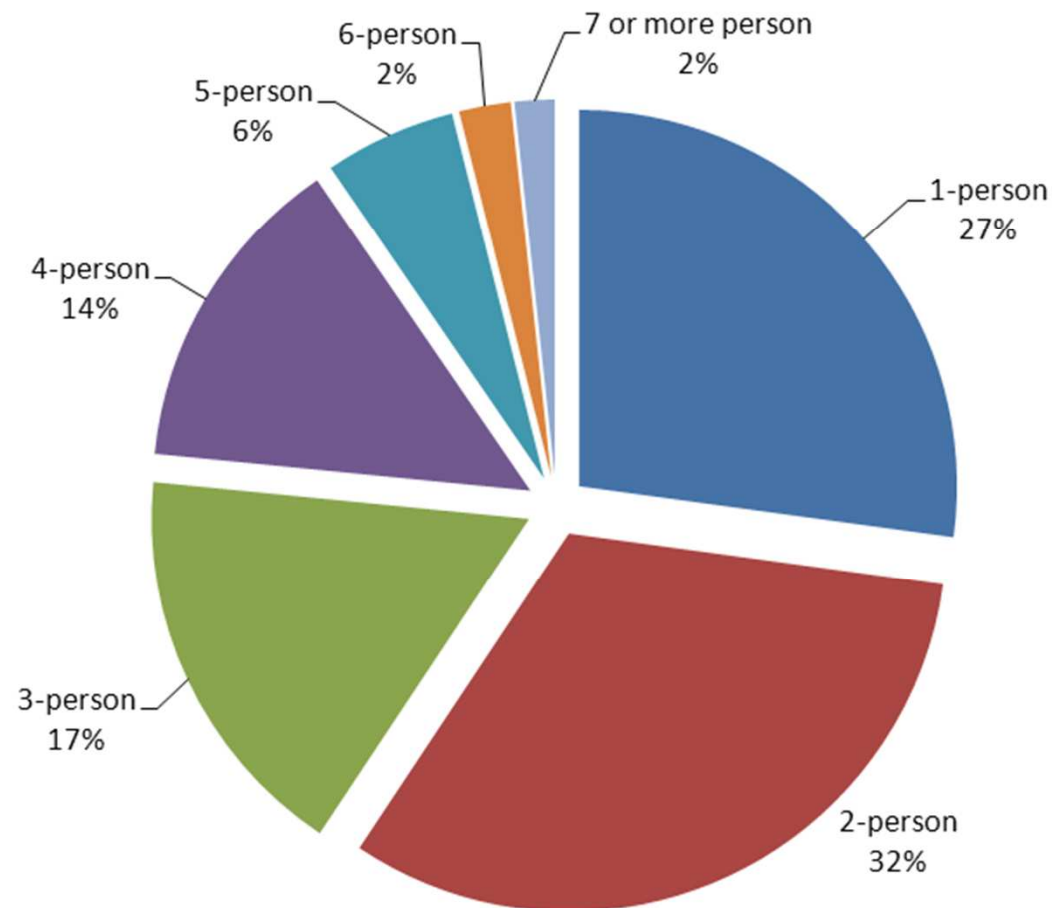
## Average Persons per Household, 1950-2010

Year	City of Rockville	Montgomery County	State of Maryland	United States
1950	3.69	3.55	-	3.37
1960	3.99	3.65	-	3.33
1970	3.59	3.30	3.25	3.14
1980	3.00	2.77	2.82	2.76
1990	2.77	2.65	2.67	2.63
2000	2.70	2.66	2.61	2.59
2010	2.54	2.70	2.61	2.58

Source: U.S. Census, Historical Decennial Census

# Majority of households are 2-person

**Persons Per Household**

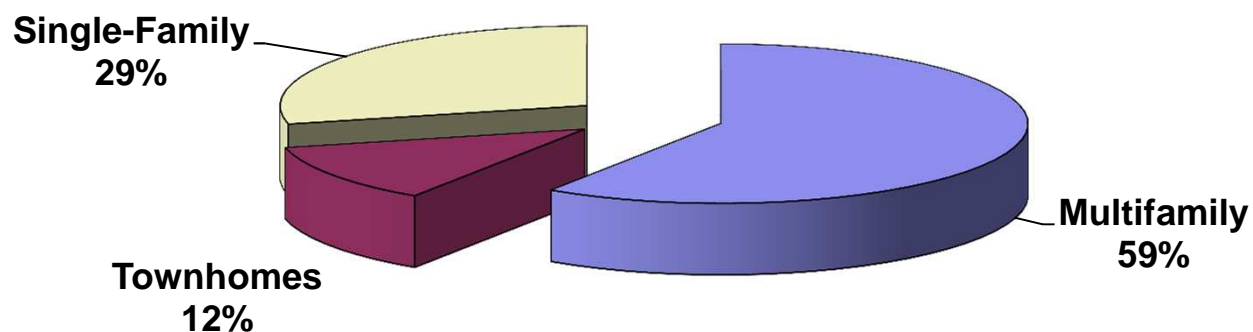




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# Proposed Housing Types in the City of Rockville

**Multifamily Units Are Expected to Increase to 59%  
of Rockville's Housing Stock in 2020  
(based on approved projects)**





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## **Rockville Housing Rental Market**

- The 2012 average rent was \$1,675; compared to \$1,476 countywide.**
- The average vacancy rate was 3.4%; very similar to 3.5% countywide.**







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## Average Rents In Rockville Are Higher Than Countywide

	2005	2007	2009	2011
Rockville Market Area	\$1,381	\$1,523	\$1,544	\$1,679
Germantown-Gaithersburg	\$1,063	\$1,165	\$1,179	\$1,246
Bethesda-Chevy Chase	\$1,467	\$1,674	\$1,863	\$1,914
Countywide	\$1,167	\$1,281	\$1,369	\$1,442

## Rents in Rockville Market Area

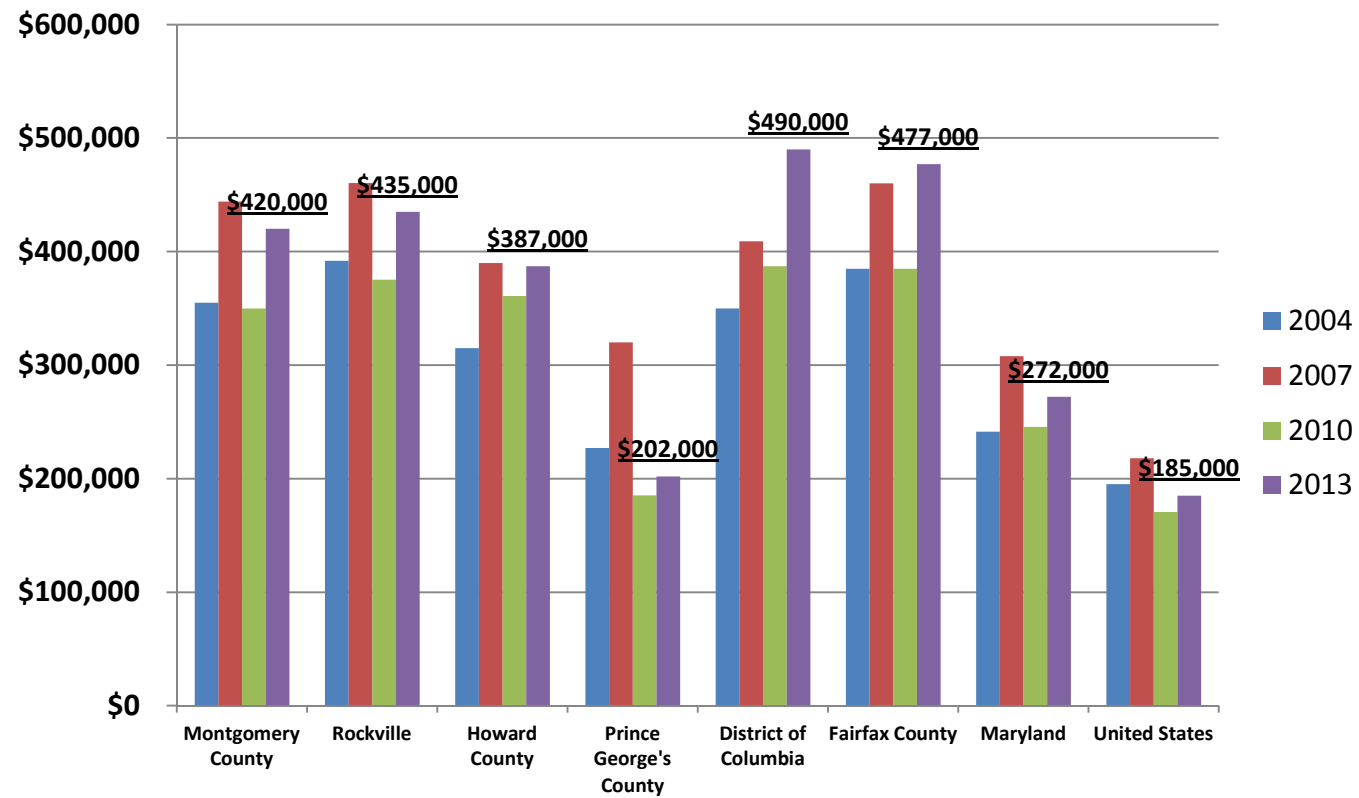
	<u>Efficiency</u>	<u>1BR</u>	<u>2BR</u>	<u>3BR</u>	<u>4BR+</u>	<u>All</u>
<b>20850</b>	NA	\$1,284	\$1,601	\$1,984	\$2,273	\$1,572
<b>20851</b>	\$999	\$1,232	\$1,481	\$1,635	NA	\$1,389
<b>20852</b>	\$1,050	\$1,565	\$1,821	\$2,190	NA	\$1,715

Source: Annual Rental Facility Report, 2011. Montgomery County Department of Housing and Community Affairs  
Zip codes include Rockville Market Area within and outside the City of Rockville



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## Median Sales Price of all Units in Rockville and Neighboring Jurisdictions



Source: MRIS

# Area Housing Costs are High

Percent of Renter-Occupied Households with Rents Exceeding 30% of Household Income by Area Jurisdictions, 2010

Jurisdiction	Percent of gross household income paid by renter-occupied households		
	More than 30%	More than 40%	More than 50%
United States	46.2%	31.8%	23.4%
State of Maryland	46.3%	30.1%	21.4%
District of Columbia	45.5%	31.8%	23.7%
Frederick County	38.3%	26.1%	16.7%
City of Frederick	43.6%	25.9%	17.0%
Montgomery County	48.0%	30.9%	22.1%
City of Gaithersburg	50.1%	33.9%	22.3%
City of Rockville	42.9%	21.6%	13.4%
Prince George's County	46.0%	29.0%	19.5%
City of Bowie	51.1%	34.0%	27.2%
Arlington County	35.4%	20.9%	13.8%
Fairfax County	42.4%	26.4%	18.1%
Loudoun County	44.9%	28.3%	18.8%
Prince William County	47.2%	29.6%	19.4%
City of Alexandria	39.6%	23.3%	16.0%
City of Fairfax	45.9%	23.8%	18.9%

Note: Data is inclusive across categories (i.e., 40% and 50% data is included in 30% data, etc.)

Source: US Census Bureau. American Community Survey 5-year Estimate, 2005-2009,



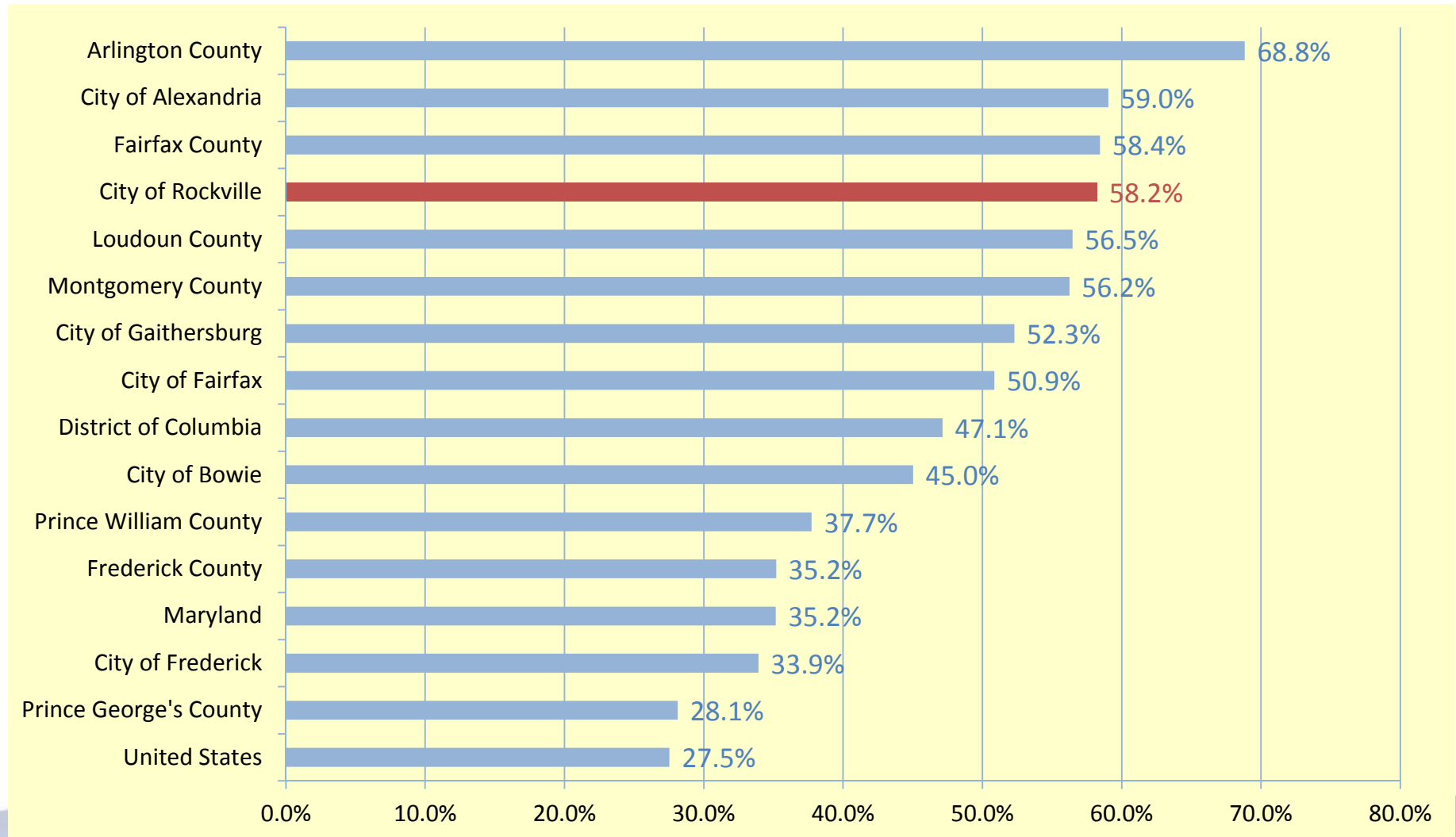
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## **Income and Poverty**



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## Percent of Population 25 years or older with a Bachelors or Advanced Degree





## Majority of Rockville residents are employed in the Professional Services

Civilian employed population 16 years and over	
Management, professional, and related occupations	59.30%
Service occupations	13.20%
Sales and office occupations	18.70%
Farming, fishing, and forestry occupations	0.00%
Construction, extraction, maintenance, and repair occupations	5.40%
Production, transportation, and material moving occupations	3.50%



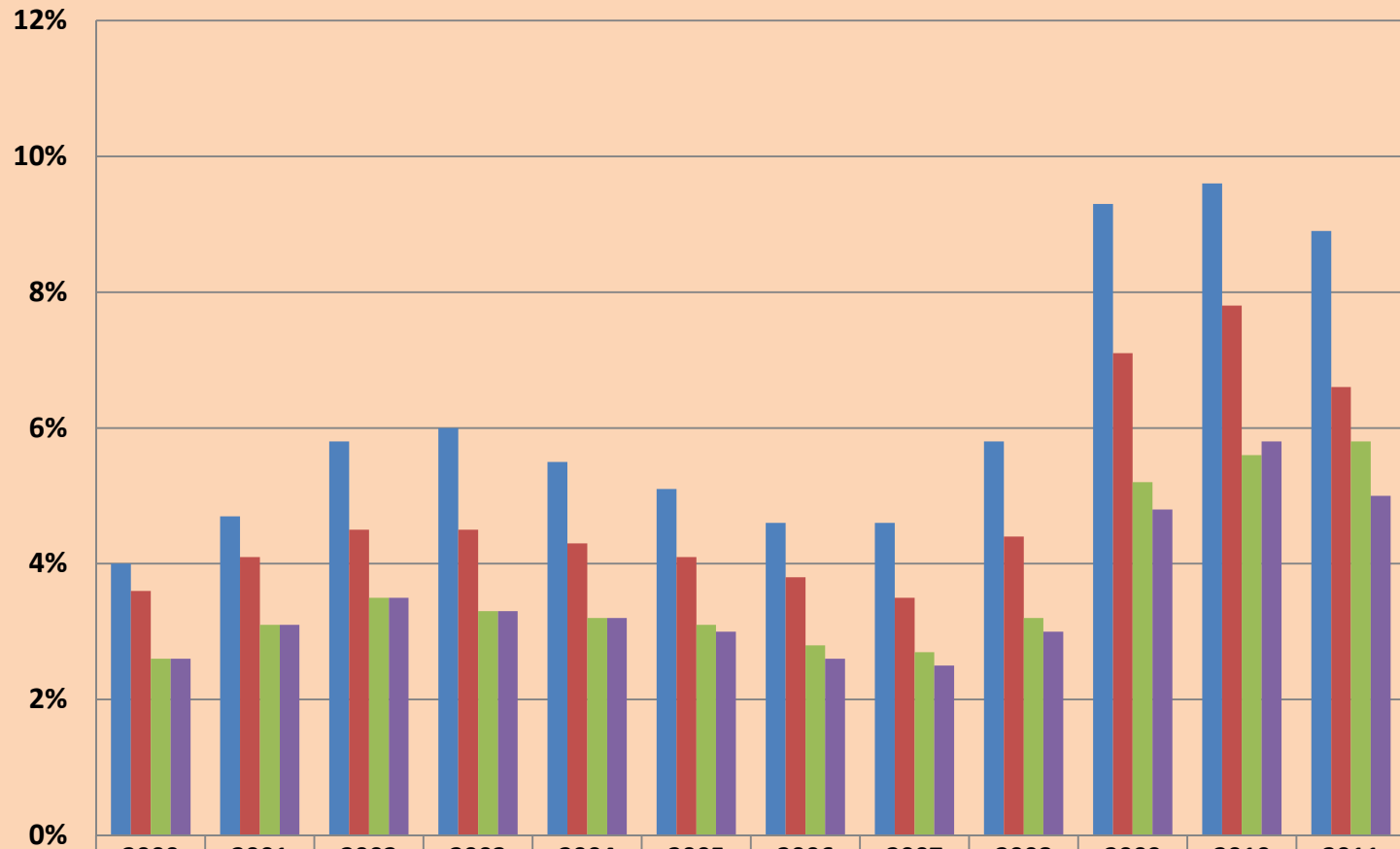


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# Annual Unemployment Rates, 2000-2012

**Preliminary  
August 2012  
Numbers**

**Rockville 5.2%**  
**Mo. Co. 5.2%**  
**Maryland 7.1%**  
**U.S. 8.1%**

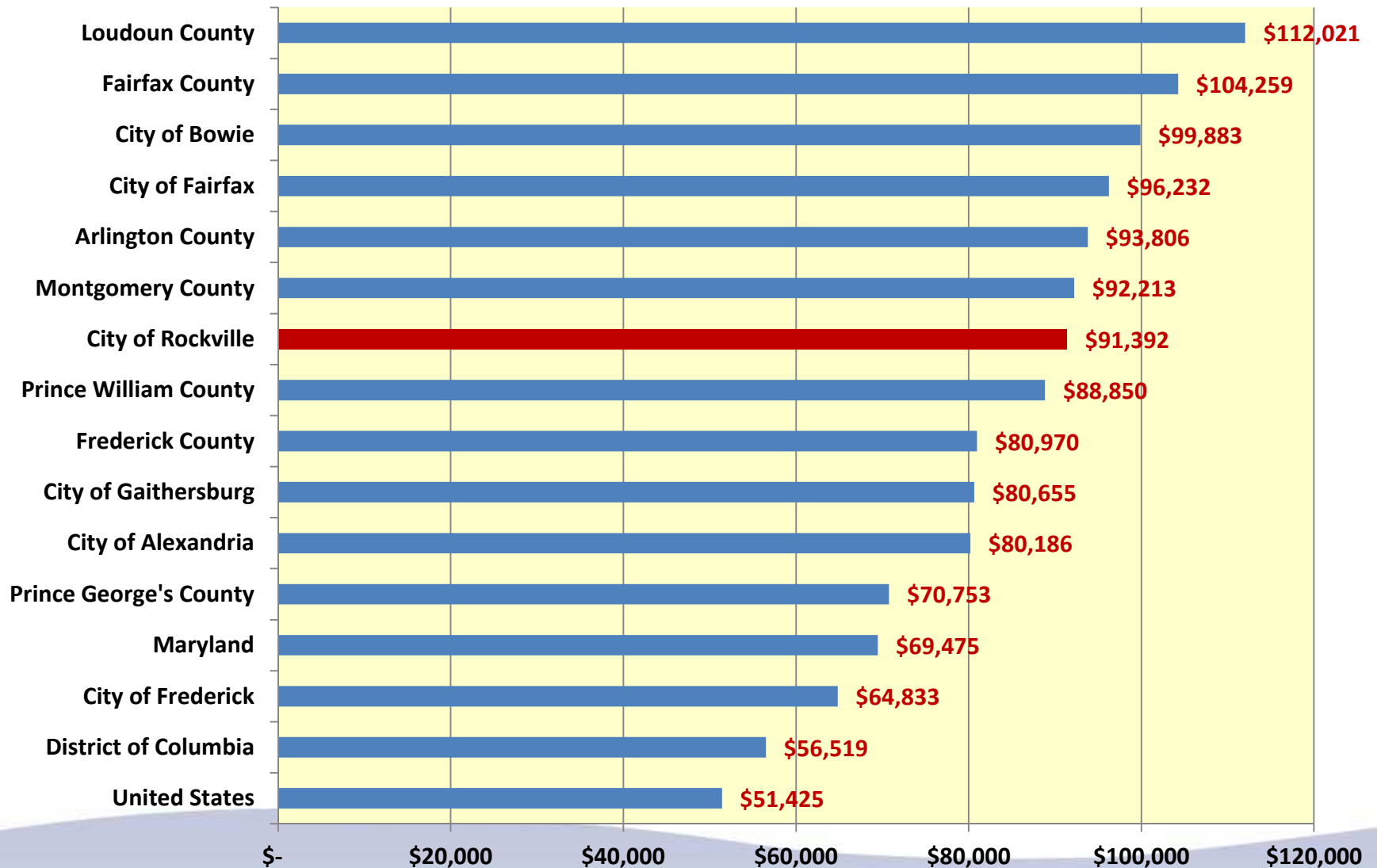


■ National	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
■ Maryland	4.0%	4.7%	5.8%	6.0%	5.5%	5.1%	4.6%	4.6%	5.8%	9.3%	9.6%	8.9%
■ Montgomery County	3.6%	4.1%	4.5%	4.5%	4.3%	4.1%	3.8%	3.5%	4.4%	7.1%	7.8%	6.6%
■ Rockville	2.6%	3.1%	3.5%	3.3%	3.2%	3.1%	2.8%	2.7%	3.2%	5.2%	5.6%	5.8%



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# Rockville's Median Household Income

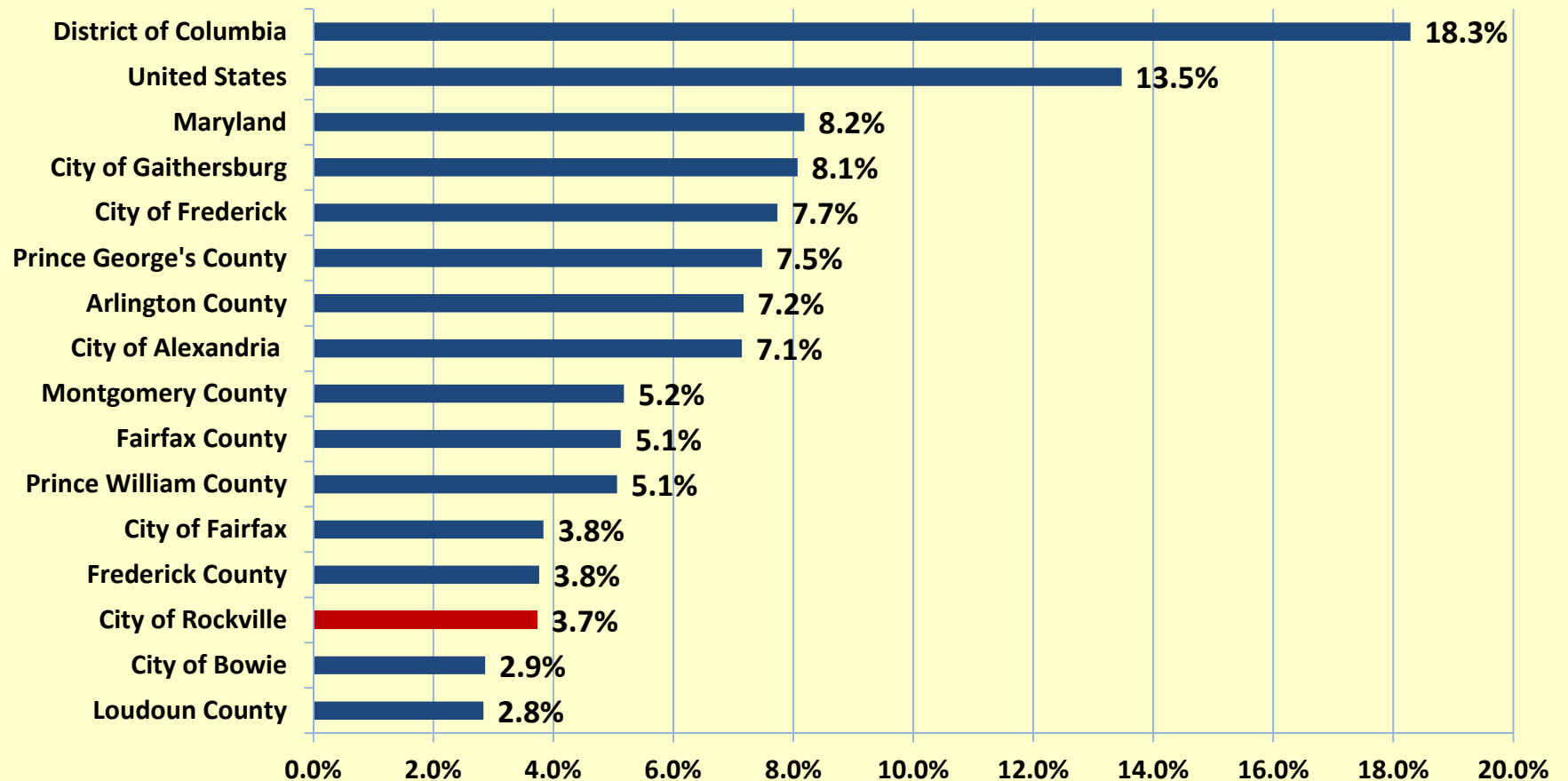




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# Poverty

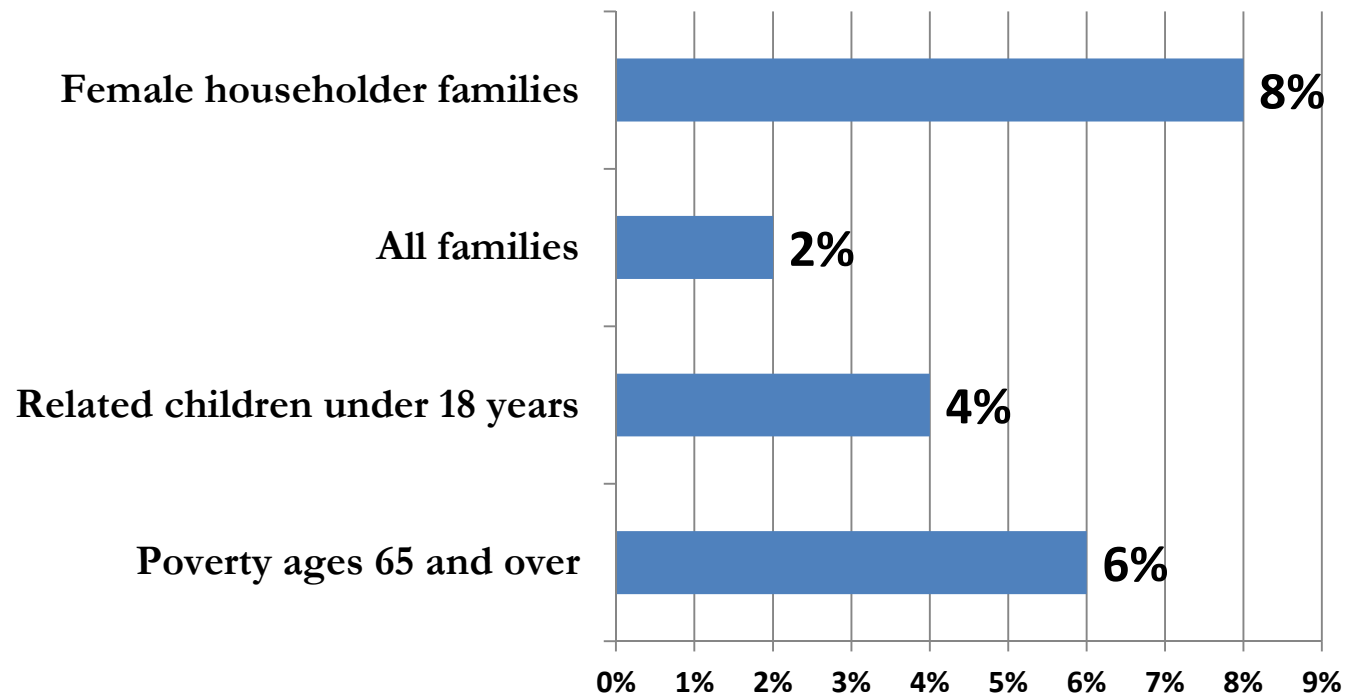
Percent of Population Below Poverty Level





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**However, not everyone is well off:**



### **Poverty Rates in City of Rockville, Maryland in 2005-2009**

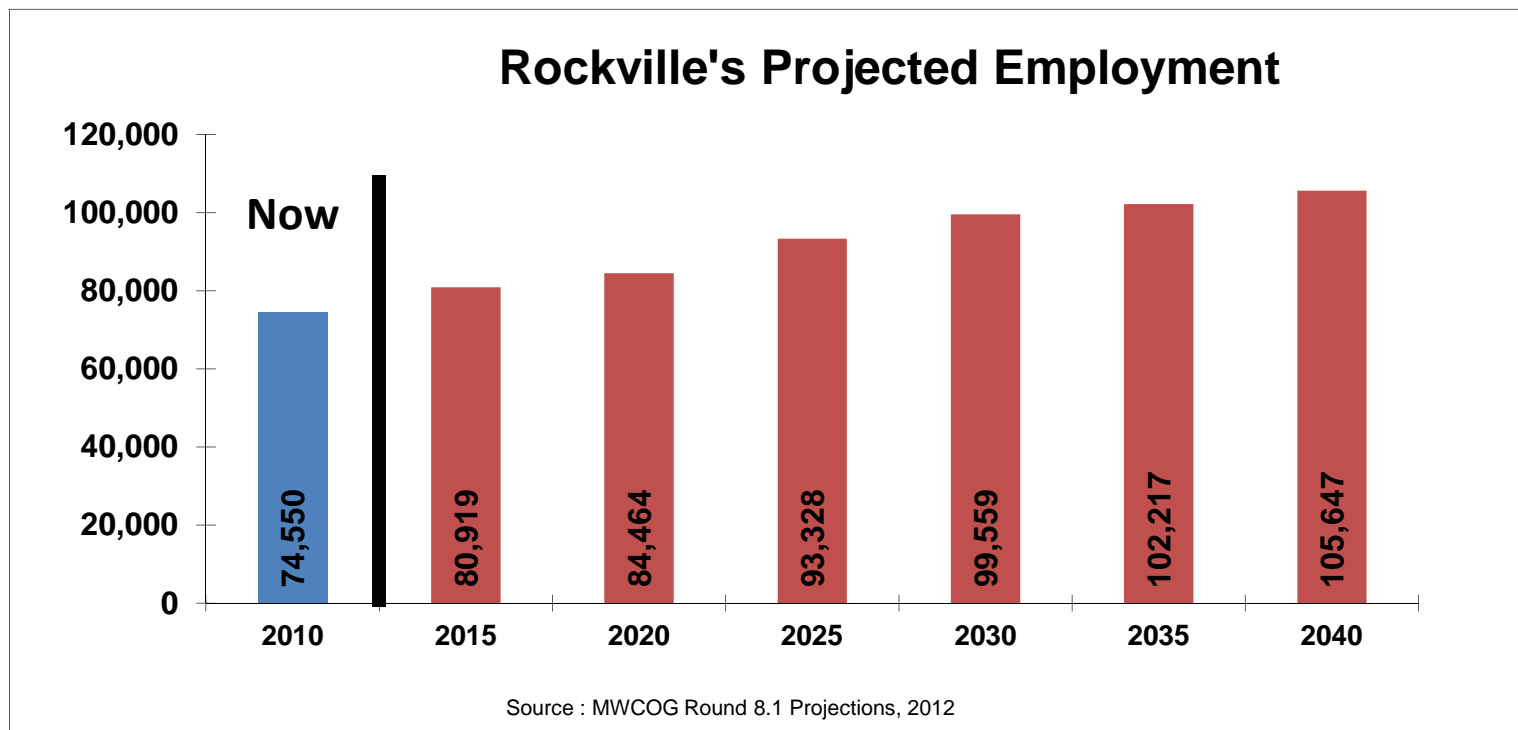
Source: American Community Survey, 2005-2009.



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## Employment Trends

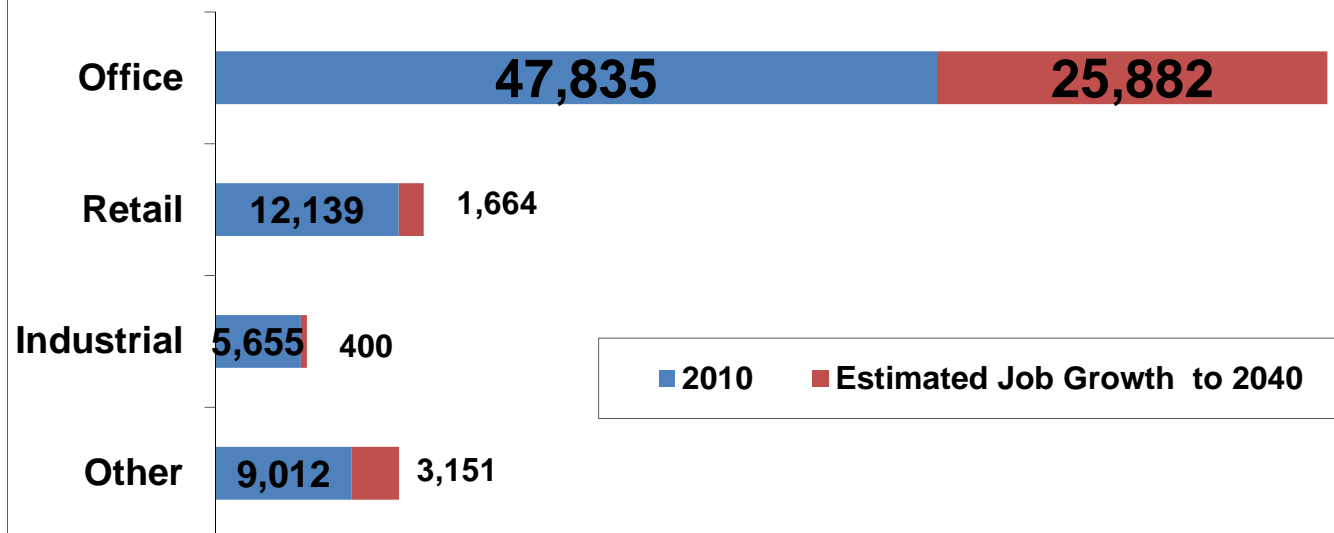
Rockville is projected to gain an estimated 31,100 jobs between 2010 and 2040 maintaining the current trend of more jobs than residents





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## Employment Growth by Type



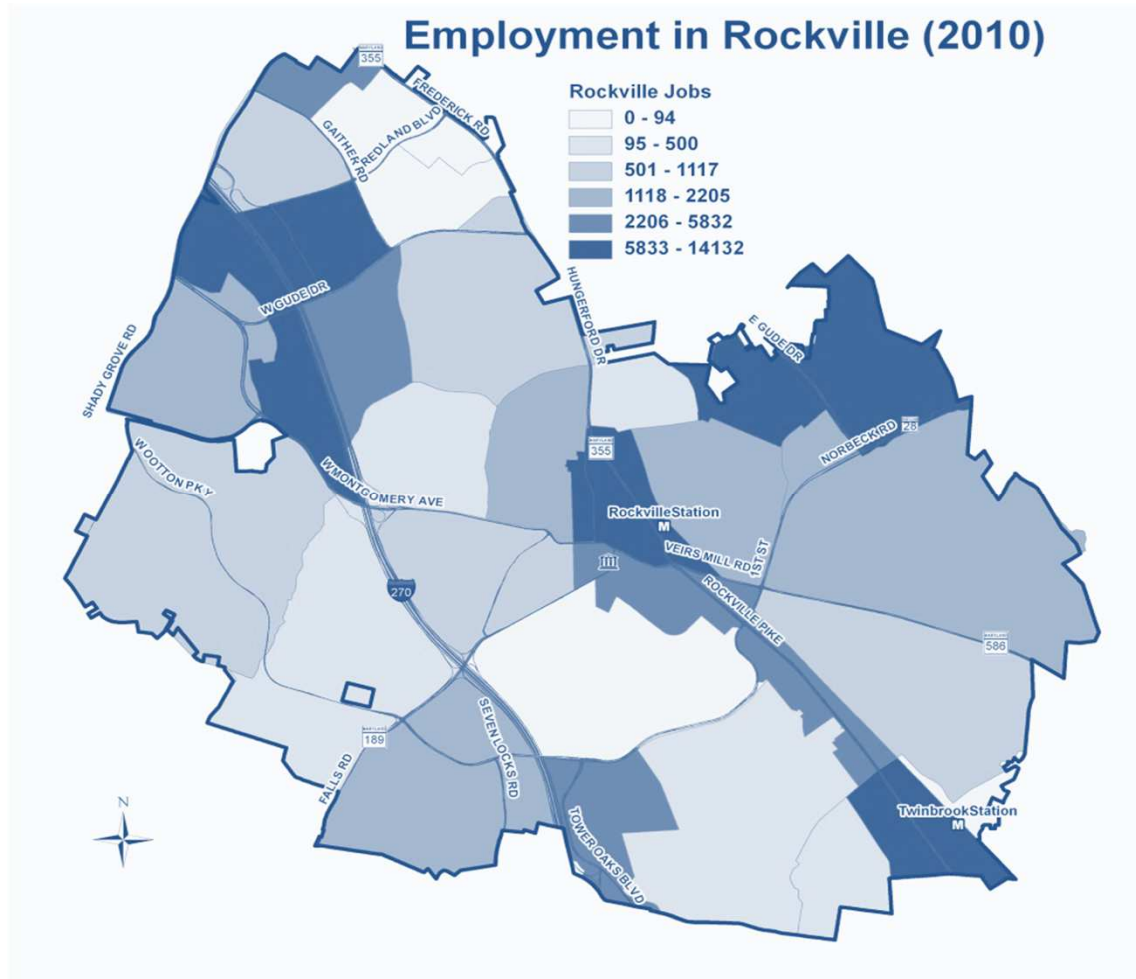
Source: MWCOC Round 8.1 Forecasts, CPDS





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**The darker areas show where most of the 74,000+ jobs are located**



**Rockville has more jobs than residents:**

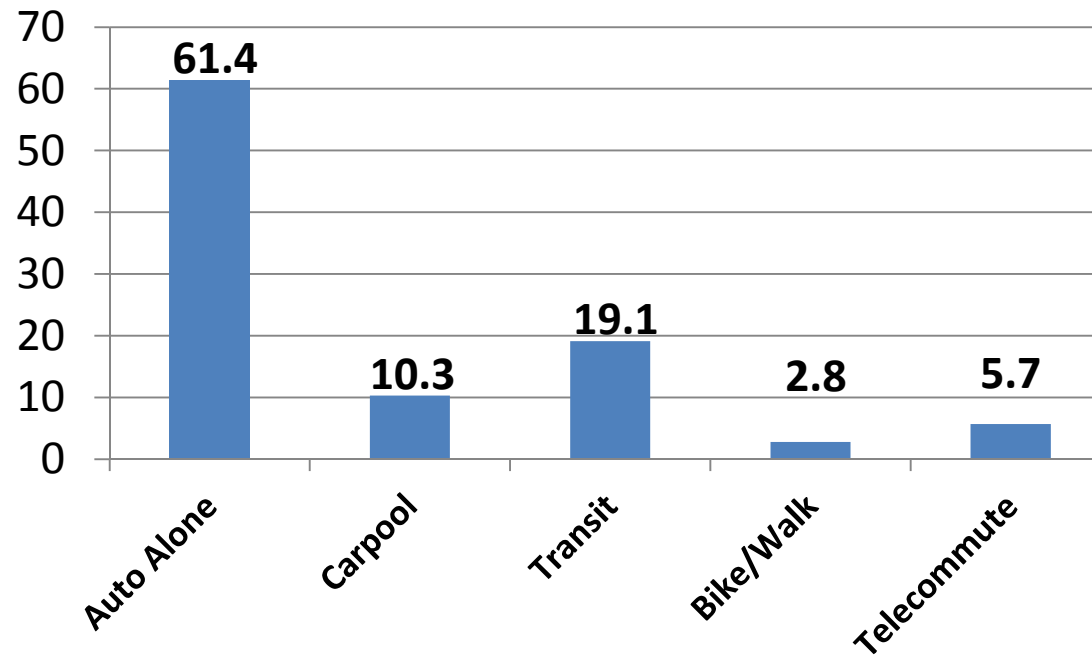
**Jobs (2010)**  
**74,550**

**Population (2010)**  
**61,209**



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**Approximately 60% of Rockville Residents commute to work by driving alone**



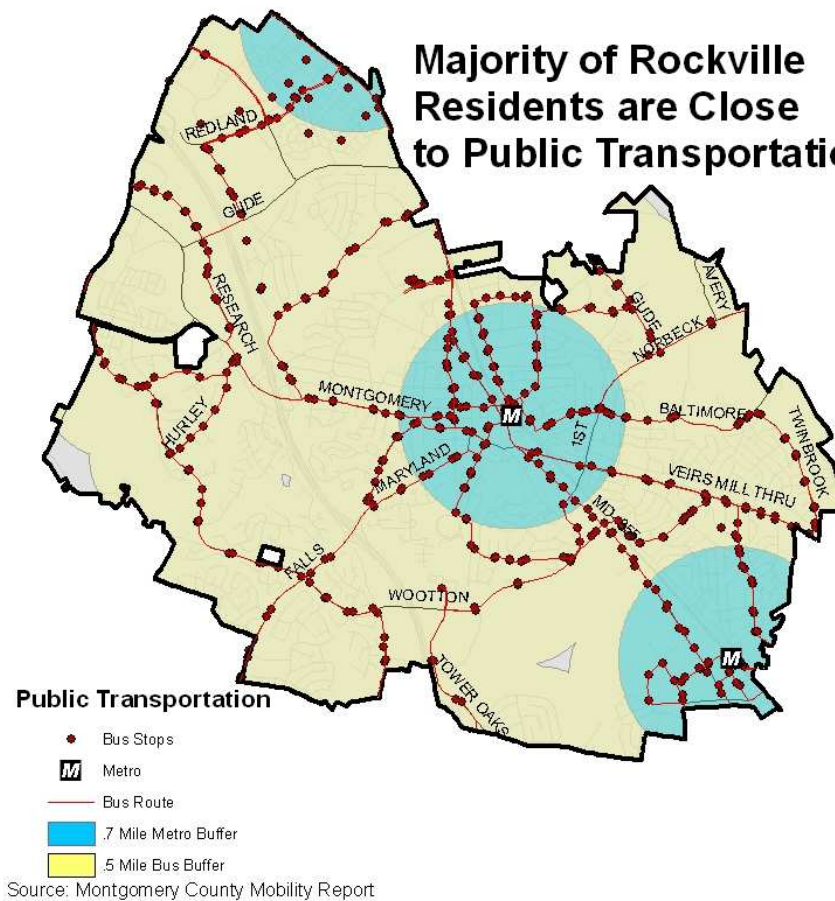
**Rockville's average travel time to work was 30.6 minutes, compared to an average of 33.4 minutes for Montgomery County**

Source: U.S. Census 2005-2009 American Community Survey Five Year Estimates



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## Majority of Rockville Residents are Close to Public Transportation





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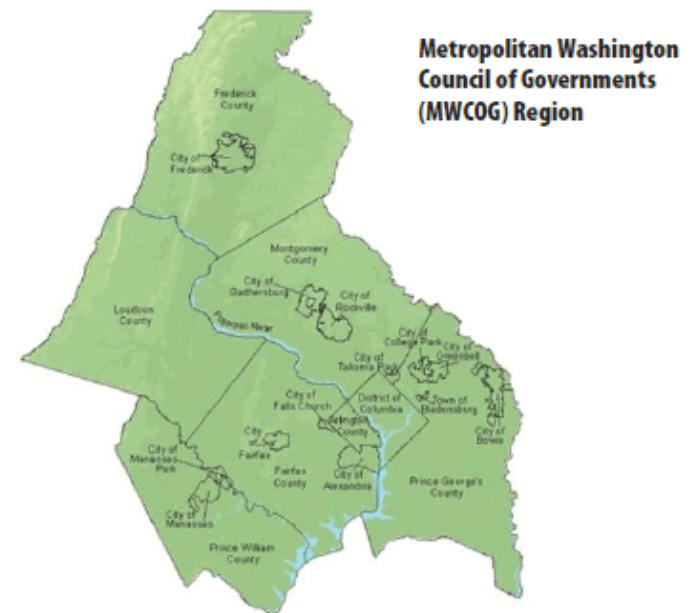
## Forecasts



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## Population is projected to increase across the region

	2010	2040	% Change
City of Rockville	61,209	82,414	34.6%
City of Gaithersburg	59,933	84,613	41.18%
Montgomery County	971,800	1,204,100	23.9%
MWCOG Region	5,241,000,	6,792,100	29.6%



Source: CPDS; MWCoG Round 8.1



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## **FUTURE NEEDS : Rockville 2040**

### **By the Numbers**

21,205 Additional people

10,182 Housing units

31,100 New jobs

+/- 2,800 Acres remaining for mixed use and  
commercial redevelopment



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## What's in the Rockville Development Pipeline?

### Residential:

Multi –Family	Single Units	Senior Housing
4,288	22	518

### Mix of Uses:

Office sqft	Retail sqft	Industrial sqft	Other sqft
2,281,673	309,470	13,500	546,605

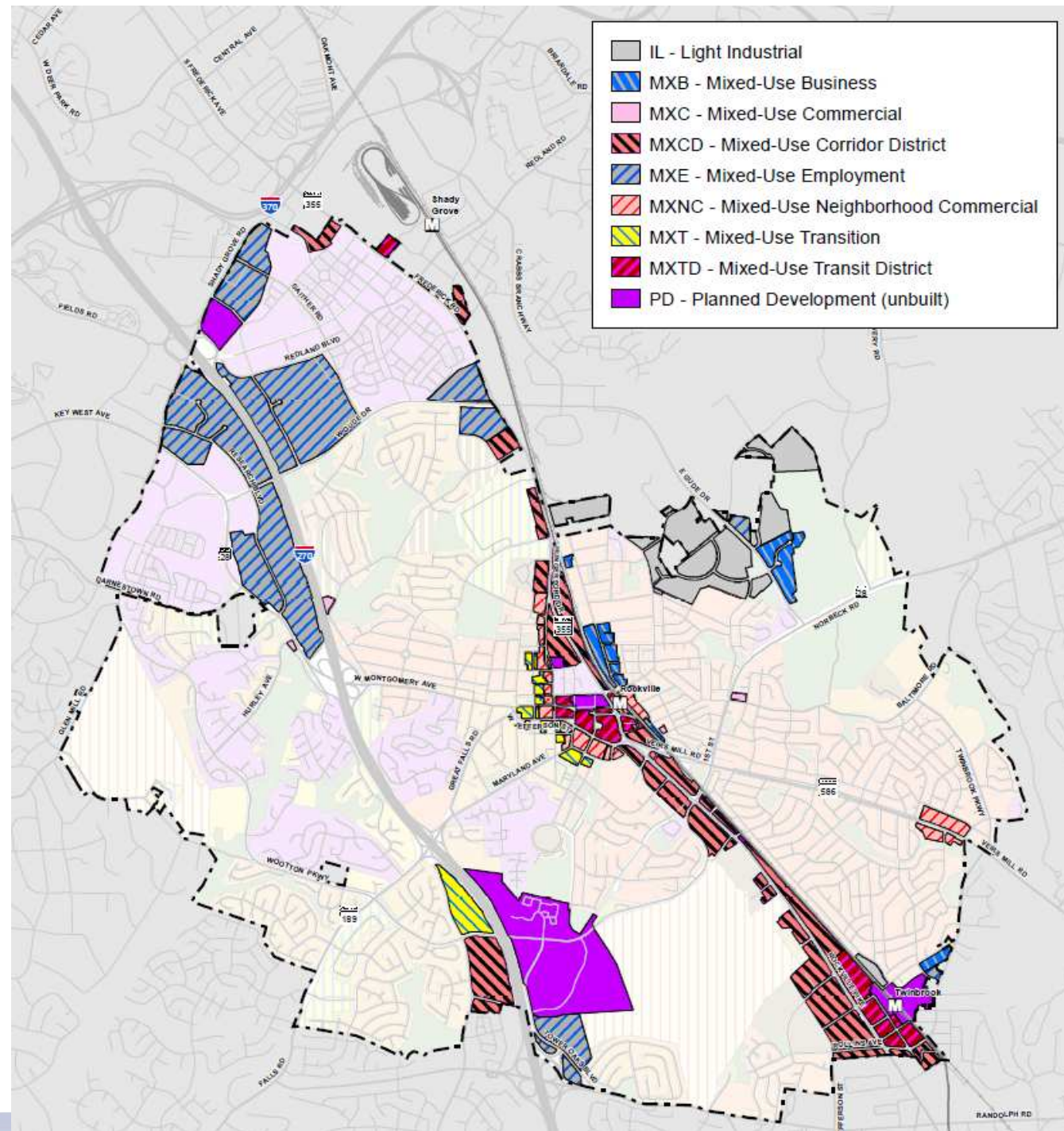
Additional development is possible for projects that are phased to occur over several years - e.g. Tower Oaks and Twinbrook Station





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## Rockville Mixed Use and Industrial Zones





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